

Piccadilly House 33/37 Regent Street London, SW1Y 4NF 01-493-9335

Telex 27113 Fax 01-629-0179

FOR IMMEDIATE RELEASE

July, 1989

CONTACT: Carol Nice

01-493 9335

CUSTOMERS LESS THAN SATISFIED WITH SERVICE QUALITY

London There is room for significant improvement in the quality of service that customers receive from their hardware vendors, according to a new report from INPUT, a leading computer and communications industry market research company. The "quality" image of the vendors is suffering as a result, because users' perception of quality is coloured by the level of satisfaction with service performance. INPUT can reveal that the views of vendors and users differ over major issues and this contributes to user dissatisfaction.

The report, titled Quality Issues Western European Customer Services examines the views of both the user community and the major hardware manufacturers. The report discusses the major causes of user dissatisfaction with computer hardware maintenance and operating systems software support, as perceived by both sides. INPUT has found that users primarily require quality service, but almost 50% of vendors consider quality to be constrained by price.

A sample of 1600 users of 14 computer hardware manufacturers' systems across 10 European countries is analysed to identify the major service quality issues. A cross section of 14 major computer

... more...

INPUT Ltd. Directors: P.A. Cunningham (U.S.A.), P.E. Cunningham, K.W.L. Hocking, P. Lines

Registered Office: Rolls House, 7 Rolls Building, Fetter Lane, London EC4A 1NH

Registered in England No.: 1470416

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
CHICAGO, ILLINOIS

RECEIVED
JAN 10 1964

TO THE
LIBRARY OF THE
UNIVERSITY OF CHICAGO
FROM THE
LIBRARY OF THE
UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
CHICAGO, ILLINOIS

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
CHICAGO, ILLINOIS

RECEIVED
JAN 10 1964

THE UNIVERSITY OF CHICAGO
DEPARTMENT OF THE HISTORY OF ARTS
AND ARCHITECTURE
CHICAGO, ILLINOIS

hardware manufacturers was interviewed in order to compare user and vendor opinions. In 89% of cases, a vendor's quality image related to measurable service performance. However, 40% of vendors considered this image to be a purely emotional factor.

The major findings of this INPUT report are:

- . That quality image can be quantified
- . The existence of a price/quality conflict
- . There are differences between vendors and users over major issues
- . That formal quality standards influence real quality

Quality Issues Western European Customer Services is part of INPUT's Customer Service Programme and is available from INPUT LTD., Piccadilly House, 33-37 Regent Street, London SW1Y 4NF (01-906 9335).

####

NOTE TO EDITORS: For an editorial review copy of the report's executive overview, call Carol Nice on 01-493 9335.

THE UNIVERSITY OF CHICAGO
CHICAGO, ILLINOIS
JANUARY 1, 1900

TO THE PRESIDENT OF THE UNIVERSITY OF CHICAGO
FROM THE FACULTY OF THE UNIVERSITY OF CHICAGO

WE, THE FACULTY OF THE UNIVERSITY OF CHICAGO,
DO HEREBY RESOLVE THAT

THE UNIVERSITY OF CHICAGO
SHOULD BE AGRANTED

THE HONOR OF BEING
A MEMBER OF THE

ASSOCIATION OF AMERICAN
UNIVERSITIES

AND THAT THE UNIVERSITY OF CHICAGO
SHOULD BE AGRANTED